

## QUICK SETUP GUIDE

28" LED TV  
NS-28D310NA15

### Thank you

for purchasing this state-of-the-art Insignia television. We hope you enjoy the quality and reliability of this television for years to come.



### Roku Ready®

Your TV is certified to work with the Roku Streaming Stick™. Instantly stream 1000+ entertainment channels, including Netflix, Hulu Plus, Pandora, and more. Connect the Streaming Stick (not included) to the purple MHL jack on your TV and enjoy.

### FIND YOUR USER GUIDE ONLINE!

We are going green so a copy of your User Guide is not provided in the box but is available online. Go to [www.insigniaproducts.com](http://www.insigniaproducts.com), then click **Support & Service**. Enter your model number in the box under **Manual, Firmware, Drivers & Product Information**, then click ▶.



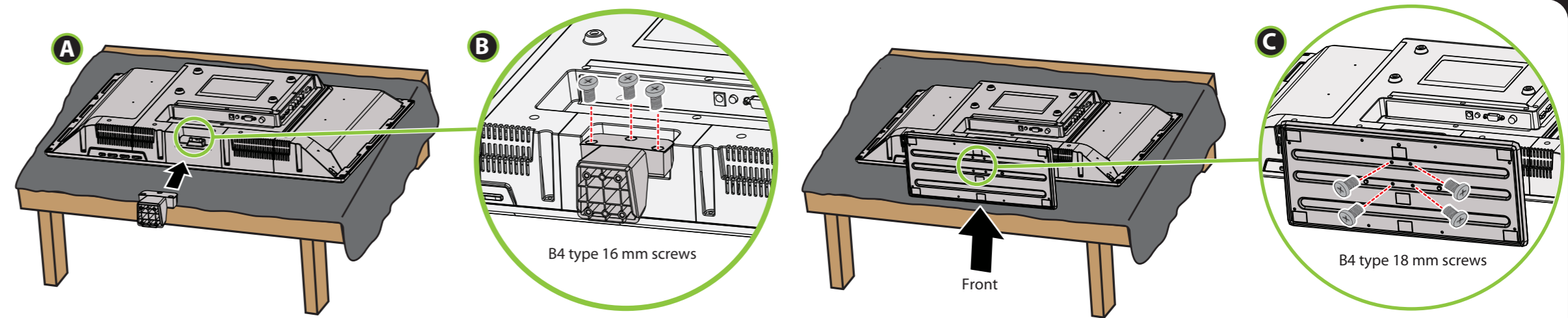
## 1 START HERE

### How do I attach the stand to my TV?

(not for wall mounting)

**You'll need:** A Phillips screwdriver and a soft surface to lay the TV on.

- A** Carefully place your TV face-down on a cushioned, clean surface to protect the screen from damages and scratches.
- B** Secure the stand column to your TV with the three provided B4 16 mm screws (the shorter screws).
- C** Secure the TV stand to the stand column with the four provided B4 18 mm screws (the longer screws).



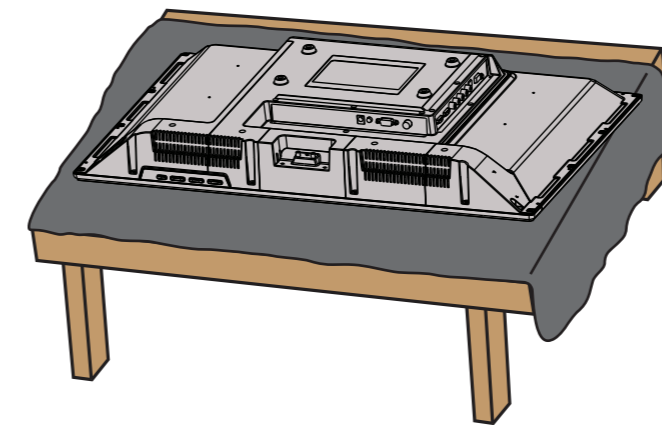
- OR -

### How do I prepare my TV for wall mounting?

(not for use with a TV stand)

**You'll need:** A soft surface to lay the TV on.

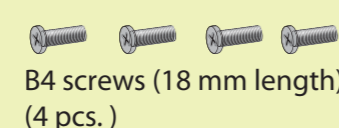
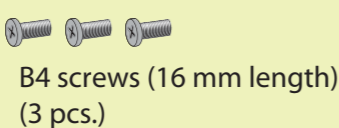
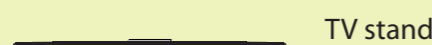
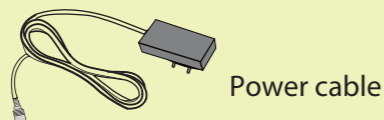
- A** Carefully place your TV face-down on a cushioned, clean surface to protect the screen from damages and scratches.
- B** See the instructions that came with your wall mount for more information about how to correctly mount your TV.



## STOP!

Do not plug your power cord in until all other devices have been connected.

### Included accessories



### Which cables do you have?

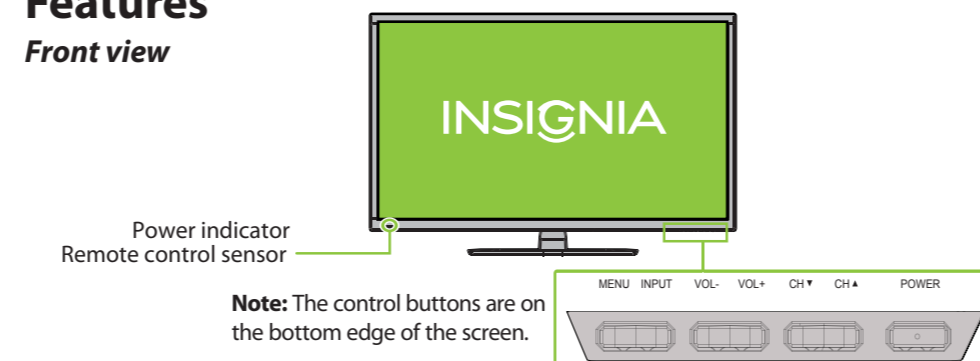
Your TV has several different jacks for connecting devices. For the best video quality, use the best available connection. Use the cables that came with your devices.

VIDEO QUALITY	JACK TYPE	CABLE CONNECTOR
<b>BEST</b>	HDMI video/audio	
<b>BETTER</b>	Component video and analog audio	
<b>GOOD</b>	Composite video and analog audio (AV)	
<b>GOOD</b>	Coaxial video/audio	

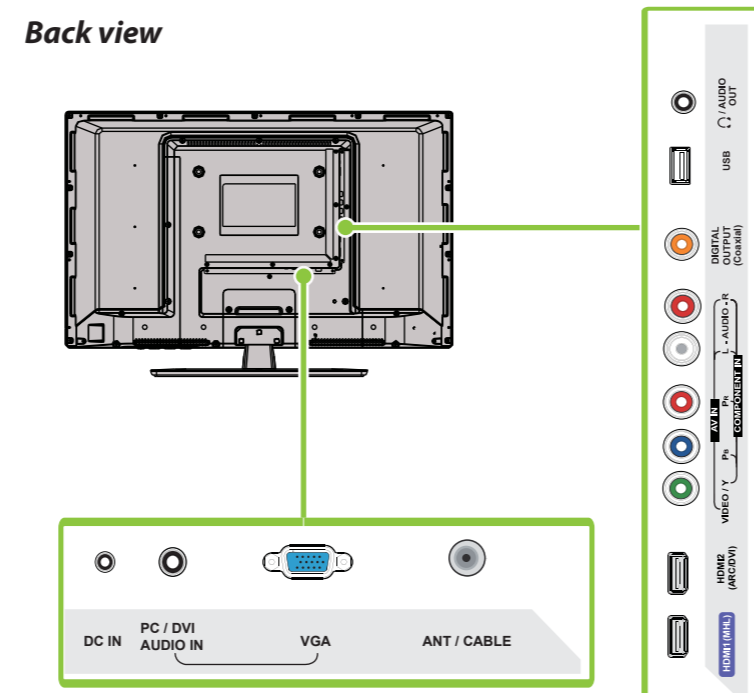
**Note:** You can also connect a DVI device to your TV. See your online User Guide for connection instructions.

### Features

Front view



Back view

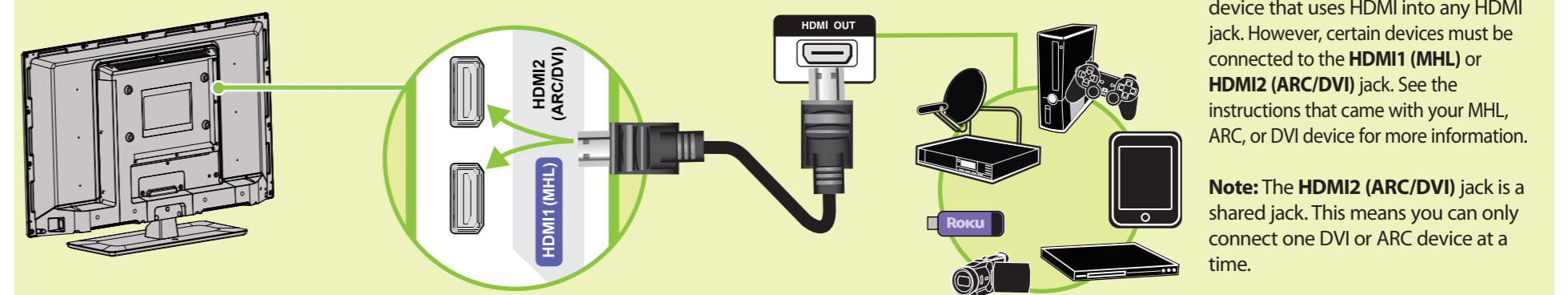


**Note:** Images may not necessarily represent the exact design of your television.

## 2 MAKING CONNECTIONS

### How do I watch TV (cable or satellite receiver) or connect a device such as a DVD or Blu-ray Disc player, game console, or camcorder?

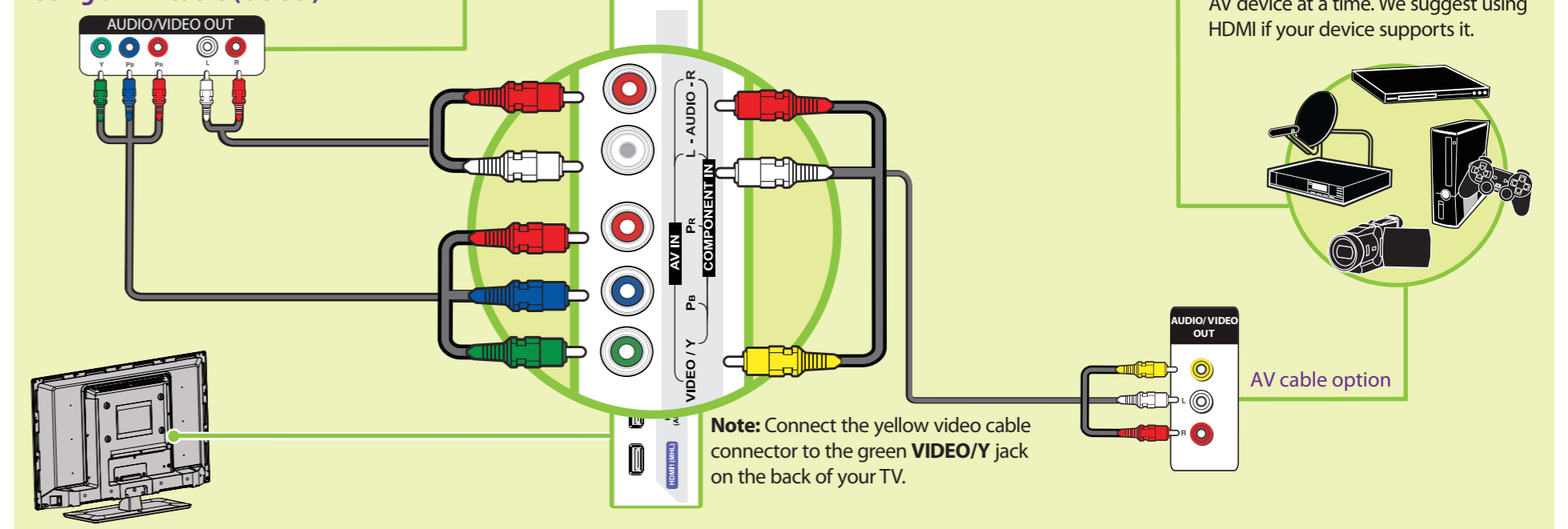
#### Using an HDMI cable (BEST)



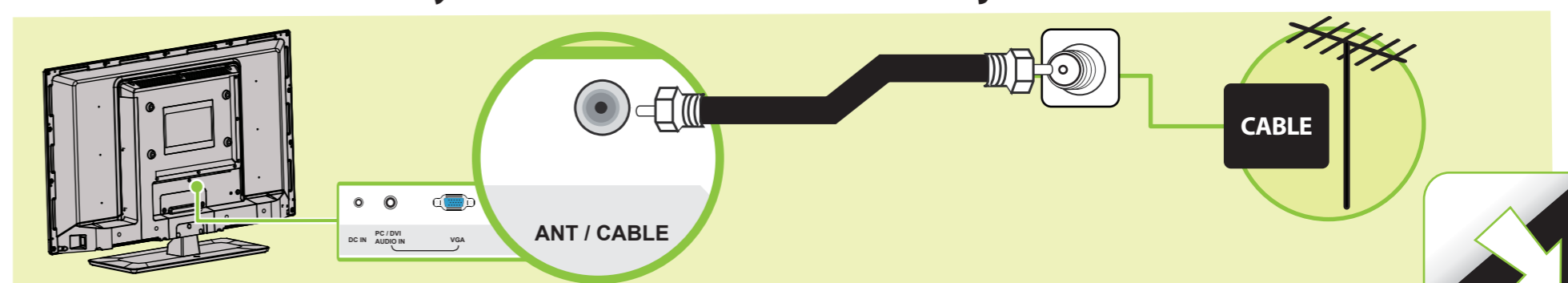
#### Using component cables (BETTER)

- OR -

#### Using an AV cable (GOOD)



### How do I connect my TV to an antenna or cable wall jack?



OVER

### 3 CONNECTING AUDIO DEVICES

#### How do I connect my TV to external speakers?

**Using digital audio**

**On your TV, set the Digital Audio/SPDIF option on the AUDIO menu to PCM.**

**Note:** Refer to the instructions that came with your speakers for more information.

**Using analog audio**

**Note:** Refer to the instructions that came with your speakers for more information.

#### Using your remote control

**Roku Ready®** means you can use your Insignia remote to control the Streaming Stick without having to pick up a different remote control.

**INPUT SOURCE**  
TV  
HDMI 1 (MHL)  
HDMI 2  
Component/AV  
VGA  
USB (Photos)

**INPUT**  
Opens the *INPUT SOURCE* list.

**Power**  
Turns your TV on or off.

**Numbers**  
Enter channel numbers.

**Recall**  
Returns to the previous channel.

**Arrows**  
TV: Navigate in on-screen menus.  
Roku: Navigate in Roku screens.

**ENTER**  
Enters a digital sub-channel number (for example 4.1).  
Confirms selections or changes.

**Home**  
Opens the MHL device's home menu when an MHL device is plugged in.  
Roku: Opens a connected Roku Streaming Stick's home screen.

**EXIT**  
TV: Closes the on-screen menu.  
Roku: Closes menu or videos.

**ASPECT**  
Changes how the picture is displayed on the screen.

**Volume**  
Changes the volume.

**SLEEP**  
Sets the sleep timer.

**FAVORITE**  
Opens the Favorite Channel List.

**Media controls**  
INlink: Control HDMI-CEC devices connected to your TV.  
USB: Control the photo slideshow.  
Roku: Control a movie or show that is playing.

**INFO\***  
TV: Opens a TV status banner.  
Roku: Accesses special Roku options when a Roku Streaming Stick is plugged in.

**CCD**  
Turns closed captioning on or off.

**MUTE**  
Mutes the sound.

**Channel**  
Changes the TV channels.

**MTS/SAP**  
Analog TV – Cycles through mono, stereo, and secondary audio for analog programs.  
Digital TV – Selects the audio language from current channel.

**PICTURE**  
Selects the video mode.

**AUDIO**  
Selects the audio mode.

**What are my screen-size options?**

- NORMAL:** Original aspect ratio is preserved. Black bars are present if content is not widescreen (16:9)
- ZOOM:** Expands the image to fill the screen. The top and bottom of the image may be cropped.
- WIDE:** Displays content recorded in a 16:9 (wide-screen) aspect ratio.
- CINEMA:** Stretches the image at the edges, but keeps a clear image in the center.
- AUTO:** Automatically adjusts the image based on the screen size and the TV program. Select this option if you are uncertain which aspect ratio to choose.  
**Note:** Auto is only available when Auto Zoom in the Channels menu is set to On.

### 4 TURNING ON MY TV

#### When can I turn on my TV?

The best time to turn on your TV is after you have attached the TV stand or wall-mounted your TV and connected all devices.

- 1 Plug the AC power adapter into the **DC IN** jack on the back of your TV.
- 2 Plug the other end of the adapter into a power outlet.
- 3 Install the remote control batteries. Remove the remote control cover and install the batteries, matching the + and - symbols.
- 4 Press (power) on your remote control.
- 5 Follow the on-screen instructions.

#### I already have a universal remote control. How do I make it control this TV?

If you already have a universal remote control that you would like to program to work with your TV and don't want to use the included Insignia remote control, see the table for common codes.

UNIVERSAL REMOTE TV CODES	
CABLE BOX, SATELLITE BOX, OR OTHER SET-TOP BOX	
<b>Cablevision</b>	068, 069, 078, 096, 100, 164, 168, 229, 026
<b>Charter</b>	2002, 1204, 1423, 1517, 0171, 1963, 0463, 1463, 0842, 1326, 167, 415, 424, 450, 456, 461, 507, 523, 567, 577, 586
<b>Comcast</b>	10171, 11204, 11326, 11463, 11517, 11641, 11780, 11785, 11892, 11963, 12002
<b>Cox</b>	1326, 1463
<b>Direct TV</b>	10171, 11204, 11326, 11517, 11564, 11641, 11963, 12002
<b>Dish Network</b>	720
<b>Time Warner</b>	400, 450, 461, 456, 10463, 1463, 0463
<b>Tivo</b>	0091
<b>Verizon</b>	0198, 0490
UNIVERSAL REMOTE CONTROLS	
<b>One for All</b>	0054
<b>Philips</b>	0198, 0490
<b>RCA</b>	135
<b>Sony</b>	068, 069, 078, 096



For an up-to-date list of codes for other cable providers and universal remote brands, scan this QR code or visit [www.insigniaproducts.com/remotecodes](http://www.insigniaproducts.com/remotecodes)

**One-year limited warranty**  
Visit [www.insigniaproducts.com](http://www.insigniaproducts.com) for details.

**Need additional help?**  
See your online *User Guide!* This comprehensive guide includes everything from basic how-to steps to more advanced features. A copy of your *User Guide* is not provided in the box but is available online. Go to [www.insigniaproducts.com](http://www.insigniaproducts.com), then click **Support & Service**. Enter your model number in the box under **Manual, Firmware, Drivers & Product Information**, then click ▶.

Check out our **Support Community** <http://community.insigniaproducts.com/> for helpful information from other Insignia TV owners.

**We're here for you**  
[www.insigniaproducts.com](http://www.insigniaproducts.com)  
For customer service, call: **877-467-4289** (U.S./Canada)

INSIGNIA is a registered trademark of BBY Solutions, Inc. Registered in some countries. Distributed by Best Buy Purchasing, LLC, 7601 Penn Ave South, Richfield, MN 55423 U.S.A.

©2014 BBY Solutions, Inc. All Rights Reserved  
1-877-467-4289  
[www.insigniaproducts.com](http://www.insigniaproducts.com)